

METRO announces
VIOLA DANA

in
HOME STUFF

©CIL 16674 *From the original story by*
FRANK DAZEY and AGNES JOHNSTON

JUN 14 1921

Directed by
ALBERT KELLY

1476 BROADWAY - NEW YORK CITY

VIOLA DANA in "HOME STUFF" — A ROMANCE EMBROIDERED ON GINGHAM —



Scene from HOME STUFF, Starring VIOLA DANA.

Two-Column Scene Cut or Mat
No. 59-C

The CAST

MADGE JOY.....*VIOLA DANA*
Robert Deep.....*Tom Gallery*
"Ma" Deep.....*Josephine Crowell*
"Pa" Deep.....*Nelson McDowell*
Susan Deep.....*Priscilla Bonner*
Mr. "Pat".....*Robert Chandler*
Mrs. "Pat".....*Aileen Manning*
Jim Sackett.....*Phillip Sleeman*

Story and Scenario by *Frank Dazey*
and *Agnes Johnston*. Directed by
Albert J. Kelley. Photography
by *John Arnold*. Art director,
A. F. Mantz.

Remember the days of chores and chickens, of straw-rides beneath the golden moons of youth? How fearfully clean and starched and prim your best girl looked at the church social? Well, "Home Stuff" is a story with such a setting; and more than that, it is one in which Viola Dana plays the chief part. It is a picture that'll show you whether or not you have a heart.



Scene from HOME STUFF,
Starring VIOLA DANA.

One-Column Scene Cut or Mat
No. 59-A

The Story Has Both Charm and Power

AFTER barnstorming many tank towns the cheap road show in which Madge Joy stars comes to a standstill for lack of funds. Now, in the small town of Buckeye Junction, they are ready to disband unless some angel of mercy unexpectedly descends with financial backing.

Among the interested spectators at Buckeye Junction are Susan Dupree, a stagestruck girl who has run away from home, and an admirer of hers, Joseph Slack. Both go backstage after the performance. Slack tells the manager he will back the show, if Susan is given the stellar position to replace Madge.

Madge thus finds herself ousted, and drives to a small nearby town to catch the evening train to New York. But she misses it. Madge starts towards the nearest farm. A huge mound of fresh-mown hay heaped on a rack proves too inviting, and the tired girl burrows her way in and falls asleep.

Two-Column
Scene Cut or
Mat No. 59-D



Scene from HOME STUFF, Starring VIOLA DANA.

Robert Deep, a handsome young farmer boy, drives two frisky horses to the hay rack, and after starting off the load is startled to see a feminine face, from under the hay, peering at him. The dumbfounded boy drops his reins and the horses bolt forward. Madge is thrown unconscious to the ground and carried by Rob to his home.

"Ma" Deep is a regular mother, opening her heart to any sufferer. "Pa" Deep is austere. Both are excited when their son enters with his burden. Tender care revives Madge, who senses, from the religious pictures hung on the walls, that they would not relish knowing that they were harboring an actress. So she tells them she is a runaway orphan. The family decides to keep her with them.

Madge is given some clothes that belonged to a daughter, now "dead," she is told. At the mere mention of the daughter's name the family becomes downcast.

One day Madge is suddenly confronted by her old stage friends. The new star had not met expectations and the show has disbanded. Madge is not at all pleased but she greets the group and promises to get them work on the farm if they will not divulge her former profession.

ONE moonlight night Rob confesses his love and proposes marriage to her. Madge, who likes him, tells him the truth about her past; he in turn tells her that he is a playwright with ambitions to go to New York to write.

A church social is held at the Deep homestead. Rob urges Madge to elope with him, but she puts her answer off until later in the evening. Then Madge goes to Ma Deep and narrates the story of a girl, supposedly fictive, but in reality her own life. The old lady senses this, takes Madge in her arms and says it will make no difference.

Then a knock is heard. In walks Susan Dupree, who is really Susan Deep. Susan tells that she decided to return after rebuffs and undesirable attentions have made life impossible to her.

The father is furious, but is calmed when Madge suddenly tells him that she is an actress, and will take Rob away with her unless he is reconciled. He consents and Madge fulfills her part by giving up Rob.

Madge leaves and becomes a big Broadway stage sensation. One night, her manager enters her dressing room. A stranger, who has written a play for her, he says, is outside waiting for an introduction. It is Rob himself, and Madge learns how his father had told the truth on his deathbed. Both sit down and read the play—and then they read each other's eyes.

VIOLA DANA in "HOME STUFF" A ROMANCE EMBROIDERED ON GINGHAM

Boost What the Title Implies

The Setting

THE name of the story in which Viola Dana appears says it all: "Home Stuff." Let it be the keynote of all your advertising, your exploitation and your publicity. It is a title which tells in words simple enough to be understood by anyone the nature of Miss Dana's latest photoplay.

The opportunities for stunts are practically limitless. Given a title such as "Home Stuff," and you can readily see how it can be applied to anything connected with the home: pie-baking contests, barn-dances, tie-ups with merchants on household stuff, garden seeds; with real-estate men in home-building projects and partial payment schemes for selling hotises.

So much for the exploitation, which is taken up in detail in this press book on pages eight and nine. As for the advertising, accent the fact that "Home Stuff" is a photodrama of charm and freshness and appeal. Hammer on the suggestion of chores and chickens, of the days when the family said grace over the red-checked tablecloth, of the days of harvesting and haying, of fishing through the ice—in a word, of village life in the days of youth, when the world seemed very sunshiny and simple and good. You can see its appeal. Every one of your patrons either has known such life, or read about it in books and magazines and so experienced it second-hand. To the city-dweller such life is so much poetry. He feels that, if it is not part of his own history, it should have been; and he will go to see the picture to visualize his dreams of how rural happiness might have been his share. To the country-bred a picture like "Home Stuff" doubtless will bring those pleasant reminiscences of his boyhood; it will be to him a breath of the new-mown hay the poets speak of.

The publicity that we have provided for you—it may be found on pages six and seven of this press book—has to do largely with the making of the picture. There occurred a legion of amusing and unusual incidents during the course of its production; and the best and most widely interesting of these have been taken and written for the columns of your local paper in the breeziest and clearest fashion by trained journalists who know what the public wants and how to provide it. Be sure that when you place advertising with your editor, you be assured of a fair display of reading matter in his news columns. It is coming to you. Be diplomatic but insistent.

And always, in planning a publicity campaign, keep in mind events which you can bring about by exploitation in your town. If there is a pie-baking contest—just to take a random example—instituted in connection with the showing of "Home Stuff" at your theatre, make sure that news of it gets into the columns of your local journals. This, really, is the best publicity in the world, because it links local interest, by giving names of people in your community with the attraction in your theatre.

The Story

AS for the nature of the plot of the story and its handling, it is sure-fire stuff. In these days of censorship, when many communities are making their own censorship laws, not to mention the national menace of restriction of the screen, there is no better policy, aside entirely from the intrinsic merit of such a photoplay as "Home Stuff," than to show clean, heart-appealing and altogether impeccable pictures in your theatre. "Home Stuff" is the story of what happens to a little actress stranded in an out-of-the-way American village. It is a love story of unusual charm; what Anita Loos, in her recent book on photoplay writing, calls "fresh romance;" adding that it is the most valuable screen material to be had, as well as the scarcest. There can be no doubt, however, that in this latest picture written for Miss Dana the authors, Agnes Johnston and Frank Dazey, have struck the note of young love truly and sympathetically.

The Star

ALL this in addition to the drawing-power of the star. It would be inadequate to say that "Home Stuff" was written to fit the capabilities of Viola Dana, for in the last year or so this young actress had displayed a versatility as pronounced as her charm. Her every picture has been a hit.

Retracing the steps of her achievements on the screen during the last several months reveals a consistent series of successes. As the Italian girl, Sorrentina, in "Puppets of Fate," she proved her emotional powers; as the spoiled, headstrong flapper in F. Scott Fitzgerald's "The Offshore Pirate," Miss Dana's provocative charm, her irrepressible, bubbling vitality came to the fore in all their magnetism; in "Blackmail" and "A Chorus Girl's Romance" she had roles quite different, yet none the less successful.

In brief, with these pictures fresh in the minds of your patrons, it is only natural that they should have the well founded opinion that a Viola Dana picture is an exceptionally good picture.

"Home Stuff" is going to clinch that idea in their minds. The little star has a diversified appeal. If she had not so early in her career turned out to be an emotional actress, she undoubtedly could have made her name as famous as it is now in comedy parts. And in "Home Stuff" she has opportunity to do both sorts of work. Innumerable little touches in the farm scenes give a chance for comedy, and Miss Dana makes the most of every one. No less certain is it that the big dramatic scenes in "Home Stuff" are splendidly done.

You have one of the world's most popular screen stars in a story that cannot but win your audience, when you show "Home Stuff." Be sure that you make the most of it by an amount of advertising and exploitation commensurate with its possibilities.



Scene from HOME STUFF,
Starring VIOLA DANA.

One-Column Scene Cut or Mat
No. 59-B

Three-Column Scene Cut
or Mat No. 59-E



Scene from HOME STUFF, Starring VIOLA DANA.

VIOLA DANA in "HOME STUFF" — A ROMANCE EMBROIDERED ON GINGHAM —

Lobby



8 x 10



11 x 14

Stills



8 x 10



Your Lobby

After you have glanced over this variety of beautiful stills, and decided which will best serve your purpose in making your lobby as artistic and forceful and peppy as possible, order them from your nearest Metro exchange.

The assortment includes two 22x28's, six 11x14's, and ten 8x10's. The first two are beautifully hand-colored, and the smallest sizes are in sepia, with the appearance of photographic portraits. Title and synopsis cards accompany the stills.

A good lobby display always brings big box-office results. It never fails.



Above and to the right are appealing 11 x 14's



8 x 10



11 x 14

Did you ever see such a wonderful Still?



8 x 10



22 x 28's

VIOLA DANA in "HOME STUFF"

A ROMANCE EMBROIDERED ON GINGHAM

Advance Stories

¶ The newspaper editors want just such advance stories as appear below. Type them, leaving plenty of margin on top of the page. They should appear during the week preceding the showing. For a smashing effect, try to have a scene or star cut accompany the stories. Your advertisements warrant this.

VIOLA DANA PLAYS PART OF STAGE GIRL

"Home Stuff," Her Newest Vehicle, Portrays Simple Life and Stage Struggles

The outstanding announcement of the week, so far as the photoplay is concerned, is the announcement of a new Viola Dana picture. The vehicle is "Home Stuff," a Metro special, which will be shown at the Theatre on and will continue for days as the feature attraction.

The screen boasts no more talented personality than Miss Dana. For those who have seen her, praise is superfluous; but for those yet to experience their first delights in seeing her perform, the advice to behold her in shadowland will certainly not be deemed superlative.

In "Home Stuff" Miss Dana has the stellar role of Madge Joy, leading lady of a cheap road show, which suddenly comes to a standstill in a little town for want of funds. Chance puts in her way both the refuge of a cozy farm, where she comes to live as one of the family, and the love of a young farmer. Then fate enters by bringing into the peaceful household Madge's past in the form of old stage associates, and especially of Susan Deep, a stage-struck girl who had left the very home Madge was adopted into, and later returns penitent. The complications and thrills which are moulded into the picture would take too long to tell.

Both the story and scenario were written by Frank Dazey and Agnes Johnston. Albert J. Kelley directed the production, and John Arnold worked on the motion photography. The art direction is by A. F. Mantz.

For her supporting cast, Miss Dana has the following: Tom Gallery, Josephine Crowell, Nelson McDowell, Priscilla Bonner, Robert Chandler, Aileen Manning and Phillip Sleeman.

VIOLA DANA IN "HOME STUFF" COMING HERE

Viola Dana, whose admirers on the screen are legion, has the stellar role in the Metro special production, "Home Stuff," which comes to the Theatre on for a run of days.

Viola Dana has the stellar role of Madge Joy, a leading lady of a cheap barnstorming company, who finds a haven in a quiet, simple farmstead, after being ousted from the company, and her place taken by an inexperienced girl, whose admirer is willing to back the impoverished show. Then the company of actors come to the farm, bringing with them the girl, a runaway from the very home Madge has entered. The working out of the plot is truly splendid.

This story by Frank Dazey and Agnes Johnston was directed by Albert J. Kelley. John Arnold photographed and A. F. Mantz did the art work. The supporting cast includes Tom Gallery, Josephine Crowell, Nelson McDowell, Priscilla Bonner, Robert Chandler, Aileen Manning and Phillip Sleeman.



¶ A sure way to make your patrons come again to your theatre is to play up your big features through the slide. Viola Dana is a sure drawing card, and if you separate this beautiful slide from the rest, playing it up strong, you will be surprised at results via the box office.

Accessories

FOR YOUR LOBBY:

TWO 22x28's hand colored.
SIX art-colored 11x14's, and
TEN sepia prints.

FOR YOUR BILLING:

ONE smashing 24-sheet.
ONE arresting six-sheet.
TWO compelling three-sheets.
TWO splendid one-sheets. Window Card of half-sheet size.

FOR YOUR NEWSPAPERS:

A mine of publicity matter prepared by trained newspaper men. ADVANCE and REVIEW stories for your dramatic editors. Prepared matter for your program. Scene-Cuts in varieties of ONE three-column, TWO two-column, and TWO one-column cuts. Procurable in either mat or electro form. STARCUTS in two-column and one-column sizes, obtainable in mat or electro. Ad Cuts for the newspapers, ONE four-column smash ad, ONE three-column, ONE two-column, and a one-column ad. TEASER Advertising Aids and Catch-Phrases.

FOR GENERAL EXPLOITATION:

A Herald, in two colors with synopsis of the story and scenes from the play. Novelty Cutout Herald, also in colors. Complete exploitation campaign outlined by experts.

Mail Campaign

Mail This Postcard a Week Before Showing:

Dear M—:

There are all sorts of girls, and they can't be classified simply as good or bad. So with stage girls. In "Home Stuff," the Metro special which comes to this theatre on for a run of days, the heroine, Madge Joy, is an actress who suddenly decides to let the flashy footlights alone, and turn to the farm.

But something turns up to disturb the even tenor of her way. Come and see Viola Dana, the star who brims with personality and joy, interpret the part of Madge Joy. It is a treat.

Courteously yours,

And Two Days Before Showing, This Letter:

Dear M—:

This is merely another reminder that you can't afford to miss "Home Stuff," which will be shown here on In our card we mentioned something of the principal character. Madge was going on smoothly, and her past seemed as faint as the ripples on water, when suddenly fate stepped in awkwardly as fate will do. Not tragically, but in the form of her past associates, and a young girl whom she had supplanted as daughter in the farmhouse, after the girl had supplanted Madge as leading lady of the road show.

It's a truly fascinating plot, as unlike anything of its kind as you can imagine. And you will agree that the acting of Viola Dana is a thing of joy. Miss Dana is said to outdo herself in "Home Stuff."

Courteously yours,

Review Stories

¶ Give one of these review stories to your photoplay editors, for insertion on the day following the picture's showing. Such reviews have a strong psychological effect on the readers, many of whom wait for a favorable article before deciding to see a picture. Submit it in plenty of time. A little review story helps a lot.

"HOME STUFF" HAS NO DULL MOMENTS

Viola Dana Stars with Distinction in Brilliant Picture of Stage and Farm

If theatregoers came to the Theatre yesterday to see "Home Stuff," the Metro special production which will be the feature attraction for more days, expecting to get an exposition of home-brew, they were disappointed. But they were not disappointed in other respects. For "Home Stuff" is superlatively fine, with a story that has not one dull moment, and a cast whose acting has distinction and verve.

Viola Dana stars in this picture, and lives up to the reputation she has already earned for brilliant impersonation. We have seen her in different pictures, and while we liked them all, we are frank in saying that she is best in "Home Stuff."

As Madge Joy, the leading actress who finds herself stranded with an impecunious traveling show, Viola Dana is convincing. Madge plans to return to New York, but a series of circumstances brings her a home with farmers, who take her in as one of the family. The actress decides to forget the stage and settle down to a calm life. She loves a young farmer. Then enters a blustering company of actors, and a little runaway girl who turns out to be the daughter of the people who took Madge in. The denouement is packed with excitement.

Praise is due Albert J. Kelley for the direction of this Frank Dazey-Agnes Johnston picture, which was photographed by John Arnold, with art work by A. F. Mantz. Also to the supporting cast, which includes Tom Gallery, Josephine Crowell, Nelson McDowell, Priscilla Bonner, Robert Chandler, Aileen Manning and Phillip Sleeman.

"HOME STUFF" WITH VIOLA DANA PRAISED

No picture in a long while has had the fortune to win such praise and enthusiasm as was accorded to "Home Stuff," the Metro special which was shown yesterday at the Theatre, where it began a run of days.

Viola Dana stars in this picture. Her acting has a wonder-compelling charm. "Home Stuff" is the story of Madge Joy, leading woman of a traveling show, who abandons stage life to take up a quiet existence with a family of farmers. Madge never mentions her past life to the austere couple, to whom the stage is a sink of iniquity. Then in comes her old associates, plus a young girl who had run away from the very home Madge has been adopted into. The situation is worked out interestingly and engrossingly.

Albert J. Kelley directed this Frank Dazey-Agnes Johnston picture. John Arnold photographed, and A. F. Mantz did the art work. The supporting cast includes Tom Gallery, Josephine Crowell, Nelson McDowell, Priscilla Bonner, Robert Chandler, Aileen Manning and Phillip Sleeman.

VIOLA DANA in "HOME STUFF" A ROMANCE EMBROIDERED ON GINGHAM

Publicity Stories Editors Will Make Room For

The Little Movie Mirror Books



Stars of the screen are the objects of curiosity. People want to know about their personal, intimate lives, read of their chatter when off guard, look at their pictures.

A chance for you to exploit this curiosity is offered in the Little Movie Mirror Books, three of which—on Viola Dana, Doraldina and Bert Lytell—are reproduced above. Each book contains sixteen pages of reading and illustrative matter on one star, written to give the movie fan an insight into the artist's personality.

This novelty booklet can be used to advantage in different ways. 1. Giving them away free to your patrons on the day the star's picture is shown. 2. Arranging a tie-up with your newsdealer, thus deriving publicity for your theatre and exploiting the star. 3. You can obtain them direct through the Ross Publishing Co., of 1463 Broadway, New York City, at a wholesale price, or from the Metro Exchange, and either have ushers sell them, or place them in a booth in the lobby. They retail at ten cents.

MOVIE STAR GOES BACK TO FARM

Viola Dana's Life Truly Rural While Appearing in "Home Stuff" Scenes

Viola Dana has gone back to the farm. For a whole month she spent all her time at the picturesque old Magnolia farm near Whittier, Calif.—the Quaker city of the West—working on "Home Stuff," her newest Metro starring picture, written especially for her by Frank Dazey and Agnes Johnston. The production was directed by Albert J. Kelley. It will be seen at the Theatre.

After scouring Southern California for a proper location for this rural story, the Magnolia farm finally was secured. It fitted the locale of "Home Stuff" as if designed for the purpose. The picturesque old farm house, barn and many outbuildings on the twenty-acre farm were built more than seventy years ago, but show no traces of decay. The farm has been occupied and kept up all the time. It was one of the first farms in the Whittier valley.

Despite the fact that Miss Dana arose at 5:30 in the morning in order to arrive at the farm at 8:30, as it was forty miles from her home in Beverly Hills, the little star had the time of her life.

There were cows, chickens, horses, dogs, cats, turkeys, geese, hogs, and everything that goes to populate a real farm at the Magnolia place, and Miss Dana was right at home. Miss Dana, who was raised on a farm in New York state, was no novice at the life she had to live in the story of "Home Stuff."

A strong supporting cast supports Miss Dana for this production. Tom Gallery plays opposite the little star while Robert Chandler, Josephine Crowell, Priscilla Banner, Nelson McDowell and Philip Sleeman all have important parts in the supporting cast. John Arnold photographed "Home Stuff" and A. P. Mantz was in charge of the art work. The entire company spent an entire month on the location securing the exteriors for this rural story.

TOM GALLERY LEADING MAN

Tom Gallery, the stalwart Chicago boy who has taken the film world and one gifted star by storm during the past year, plays the leading male role in Viola Dana's new Metro special production, "Home Stuff," to be shown at the Theatre.

The handsome Tom will be seen in a part that he loves—that of a small town youth—in this story by Agnes Johnston and Frank Dazey. Al Kelley, who has been associated with Miss Dana for

AMANDA HEN AMONG CAST OF "HOME STUFF"

Amanda Hen, who was selected to enact an important role in Metro's special production of "Home Stuff," is one of the most attractive chickens in Hollywood.

In explanation of this broad statement, it may be said, however, that she is of the feathered and not the blonde variety, lives in a coop instead of a gilded cage, and arises rather than retires at sunrise.

Amanda, who has shown rare ability in her work before the camera, owes not only her present position, but her very life to Viola Dana, who is starring in this picture, scheduled for at the Theatre. For Miss Dana carefully selected the egg from which she was set, thus making it possible for Amanda to become a screen player instead of the basic ingredient of an omelette.

On the morning that Amanda cracked her shell and peeped out into the big Metro stage, that is the only world she ever has known, she was greeted by the fascinated Viola, who offered her her first meal of warm gruel. Because of the kindly ministrations of the star, Amanda has associated Viola so intimately with her three square meals a day that the two are inseparable.

And since then, in gratitude, Amanda has provided her mistress with a fresh egg a day for nearly three weeks!

FANS SEND VIOLA TOO MANY CHICKS

Tales of Amanda Hen Bring Flocks of Fowl For "Home Stuff"



VIOLA DANA

One-Col. Star Cut or Mat No. 59-F

Too many chickens, the cause of many a male star's downfall, threatened trouble for Viola Dana, Metro's petite player, while making "Home Stuff," her newest picture.

For the fair Viola was surrounded by feathered fowls of every conceivable variety, age and color. And all were classified as pets, thus protecting them from the ordinary hazards of chick life—such as pot pies, roasting pans and stews.

Miss Dana was engaged in playing the part of a little rural girl in Metro's production of "Home Stuff," a Frank Dazey-Agnes Johnston story. In this role, she was surrounded by many pets, such as ordinarily populate a farm. Chickens, pigs, cows, calves, horses, goats; in fact, all domestic animals made their appearance as screen players.

Early in the production of the picture, newspapers related how a tiny chick, christened Amanda Hen by Miss Dana, was to play in the film story. Since then, fans throughout the country have contributed the favorites of their brood to flit through the tale with the gifted Viola. Just how many fowls reached the Metro studio, even the company statistician is still unable to say.

"I have been swamped with chickens from all over the country," said the tiny Viola. "People read the story of my pet chicken, and have offered me various pets from their own ranches. Yesterday I received two of the cutest little bantams, with feathers that I would like to have on a hat. I have received ducks, with cunning little goslings, turkeys, and even pigeons. Now, this morning, the first thing that greets me is a big crate with a mother hen and her brood in it. I am going to keep them all, though, and maybe I can use them in another picture, as I wouldn't think of eating them. They are all pets, for they follow me around like I had been their mistress for years."

"Home Stuff" is a tale of rural life, and most of the scenes are laid on a farm. The entire company spent several weeks on one of the oldest ranches in Southern California taking scenes that required the rural background.

Supporting Miss Dana in "Home Stuff" are Tom Gallery, Josephine Crowell, Nelson McDowell, Priscilla Bonner, Robert Chandler, Aileen Manning and Philip Sleeman. The picture was directed by Albert Kelley, and photographed by John Arnold.

VIOLA DANA



Two-Column Star Cut or Mat No. 59-G

VIOLA DANA in "HOME STUFF" — A ROMANCE EMBROIDERED ON GINGHAM —

They're Crammed to the Brim with Human Interest

THEIR OWN LIVES IN "HOME STUFF"

Viola Dana, Authors and Director of "Home Stuff" Know Country Life First-hand

Time will roll back for many residents of the big cities with their first glimpse of Viola Dana in "Home Stuff," a piquant tale of laughs and tears, recently filmed as a special Metro production, and due for its local premiere at the Theatre.

For the picture is crowded with the all but forgotten home touches that will be recalled by every city dweller. Everything from the pet chicken that followed its mistress about the backyard, to the little opera house down on Main street, is in the production.

Incidentally, there is no lack of authority for the small town features that find their way into the picture, for everybody connected with its filming,



One-Col. Star Cut or Mat No. 59-H

either is a product of the small town, or actually is living on a farm today. The versatile Viola herself spent most of her early girlhood in an upstate New York town.

Recently she spent hours watching a setting hen whose forthcoming hatch will be seen in the picture. Setting hens is no new sport to the little star, however, who insists that her special work on her father's farm was the management of the henry.

Frank Dazey and Agnes Johnston, the gifted screen writers, whose recent partnership—both domestic and professional—resulted in this story, now are living on a tiny ranch at Santa Monica, Cal. They are authority for the statement that the big situations of the production were worked out while they were dividing their time between the garden and chicken yard of their ranch by the ocean.

Al J. Kelley, who has been promoted to the full rank of directorship for this production, had his early training in the town of Wallingford, Conn., where knowledge of small town ways is to be gleaned in places other than books.

Although Mr. Kelley is but twenty-three years old, he has been entrusted with the most important of directorial duties since his coming to Metro four years ago. His varied experience as a newspaper writer, technician and assistant director, all have served to prepare him for the new duties with which he has been entrusted in the filming of this, the most ambitious special production in which Viola Dana ever has been seen.

PLACE THEM

Don't expect your poster displays and newspaper ads to do everything. Help them out by placing in your town's journals cuts of the star, surrounded by publicity stories. Many people skip ads. Many discredit the claims in them. You will corral a good many otherwise indifferent people by using such stories as these. Hence our advice to place them.

VIOLA AND LIGHTS STARTLE QUAKERS

Stir Settlement At Whittier, Calif., in the Blinding Glare From Portable Plant

Residents of Whittier, the "Quaker City of the West," were aroused during the small hours of the morning not so long ago by a flood of light that must have led them to believe they suddenly had been transported to the land of the midnight sun.

For the biggest portable electric light plant in the world—recently constructed for Metro's West Coast studios—had been rolled into the quiet village for the shooting of night scenes about its little railroad station. And, since more than a score of powerful lights were brought into play, along with about twice the current necessary to light the entire town, a sensation was created even in this district where the making of movies is as familiar as orange growing.

Strangely enough, the world's biggest portable electric light plant was used for the first time to illuminate the antics of the world's tiniest star. Viola Dana, starring in Metro's production of "Home Stuff," a Frank Dazey-Agnes Johnston story, was enabled to appear in a series of night scenes about the station such as never before have been possible except in studios and before stage settings only, because of the lack of powerful portable lights.

The new picture, to be seen at the Theatre, will offer numerous new and unusual features, not only because of the use of the gigantic electric plant, but because of a series of surprises planned by Albert Kelley, the youthful director of the production.

Viola Dana Creates New Dance, Wiggle-Wobble, for "Home Stuff"

Two-Col. Star
Cut or Mat No. 59-J



VIOLA DANA

Petite Viola Dana, the only film star to use a toe dance in pictures, has invented a new dance that promises to eclipse many of the popular jazz steps in general favor.

Within a few days, you probably will be asking your orchestra leader to play you a barn-yard "wiggle-wobble." For that is the way Viola classifies the dance she devised for her special Metro production of "Home Stuff," to be shown at the Theatre.

The new picture in which Miss Dana is being starred consists chiefly of farm and small town scenes—all of which were shot on a big farm and a typical small town near Los Angeles. Among the unusual incidents pictured is an old-fashioned barn dance. The story requires Miss Dana to depart from the accepted barn dance steps and interpolate others that will identify her with the stage.

When she appeared in the gaily-decorated barn—the sort you may have done the Virginia reel in years ago—Viola surprised Director Albert Kelley by the new dance she staged, much to the delight of the barn-storming orchestra that was imported from a small town for the purposes of this picture only.

"What is it?" demanded Kelley. "I've never seen it before."

"Neither have I," answered Miss Dana. "I just made it up last night. Like it?"

The dance is a combination of the tremor of the shimmy, the burlesque of the old-fashioned cake-walk, and the grace of the waltz. Miss Dana is certain that her departure in dance invention will prove popular.

Incidentally, the most varied cast of farm types ever seen on the screen participate in Miss Dana's new production. Director Kelley, himself a product of a small town, refused to be satisfied with the usual screen subterfuges, but sent far and wide for the characters usually found at the barn dances of real life.

"The art of make-up covers a multitude of defects, I realize," said Mr. Kelley, "but some characters just can't be made. The lip-stick and grease paint can't produce everything. While they are essential in the actor's make-up box, they can't make 'rube' character when 'rubes' are needed. That's why, when I read the script for 'Home Stuff,' and knew a barn dance was called for in one of the scenes, I determined that I would search the city far and wide to obtain the real country types necessary for the situation."

As a result, the most realistic gathering of farmer types was assembled for this phase of the production of "Home Stuff."

The barn dance is but one of the many interesting phases of this tale of rural life, written by Agnes Johnston and Frank Dazey. Old-time husking-bees, bobbin' for apples, Virginia reels to the tune of old fiddles—all have part in the country festival.

Runaway Painfully Realistic

"What we want is a genuine runaway team of farm horses," said Director Al Kelley while filming Viola Dana's latest Metro special, "Home Stuff," at the west coast studios of the company in Hollywood, Cal. This is the picture the Theatre will exhibit

And the trouble is, that was what he got. A team of horses, attached to a hay wagon on which Viola Dana was perched, was induced to run away so effectively that they all but lost the star, director and cameraman. As it was, Viola, her director and John Arnold, her cameraman, are nursing bruises that are not ordinarily acquired in an even more serious bolt of horses.

The plot for "Home Stuff," which is a Frank Dazey-Agnes Johnston story, calls for a realistic runaway. Tom Gallery, who is playing the leading male role in the picture, had been instructed to drop the reins on seeing Viola—a thing that his city breeding and ignorance of horses generally made very easy.

At the top and rear of the hay wagon was a little platform on which director and cameraman were working. The horses started to run in regulation style—offering plenty of excitement for picture purposes. Then a barking dog took up the chase and the horses bolted in real earnest. Swerving to one side of the road, they ran under an overhanging branch of a tree, resulting in several scratches to Miss Dana's face, and an enforced jump by Director Kelley and Tom Gallery. The imperturbable Arnold continued to grind, however, with the result that the entire incident has been recorded for the film.

VIOLA DANA in "HOME STUFF" — A ROMANCE EMBROIDERED ON GINGHAM —

Stunts To Get The Public Eye—Something For The Showman

DECORATE LOBBY IN OLD FASHIONED WAY

Ancient Furniture And Picture Frames As Novelty Features For "Home Stuff"

For the progressive showman, his lobby is a standing advertisement for his house and the way he decorates it and the various schemes he makes use of to attract the attention of the public makes it a center of interest for the thousands of people passing by.

If he goes to pains to make a lobby display that will stand out, the appeal to those going by will be such as to drag them inside, and once they are interested enough to step in off the sidewalk, it is almost a certainty that they will find enough attraction in the displays to make them want to come inside and see the show.

"Home Stuff" is peculiarly adapted to making a lobby display which is bound to catch the eye of everyone and arouse widespread interest. Its appeal to every person lies in the fact that it deals with the home that nearly every one looks either forward or backward to and those who have no such expectations or memories have their imagination to draw upon in figuring out what they think home stuff should be.

With such a wide field for exploitation the exhibitor can arrange a very attractive lobby setting picturing prominently the motherly feature of the home. The lobby could be turned into a representation of an old-fashioned home with the usual mottoes and signs that experience and fiction have made familiar to most of the public.

Some of the old-fashioned furniture could be arranged about the lobby and be so placed as to face the mottoes which, while carrying the traditional sayings should also be hooked up to advertise the showing of Viola Dana in "Home Stuff."

To further heighten the general character of the old home, the lobby stills could be hung in those ancient picture frames which marked the dwellings of years ago.



One-Col. Star Cut or Mat No. 59-L

Print Paper Bags With Announcement of Showing

Bakeries, restaurants and grocers, all should be willing to give HOME STUFF a boost during its showing at your theatre.

For the bakeries, have a quantity of paper bags printed with the lines:

Just Like Mother Used To Bake

But there is all the rest of the

"HOME STUFF"

with

VIOLA DANA

At the RIALTO this week

Issue these bags free to the bakers and you will find that it will mean one hundred per cent. circulation for you on this medium of advertising.

The home cooking angle can be applied to restaurants with equally good results and they should be willing to give you a display that will bring out the HOME STUFF idea for all it is worth.

Packing Them In

□ □ □

When the long lines form before the box office and every seat in the house is sold, the showman knows that he has put one over and is anxious to let others know about his success.

Metro believes in that sort of thing and when the exhibitor has scored on a picture, Metro stands ready to let the public know about it. If you have gotten your crowds by some stunt that would make a good picture, have the photo taken and send the bill along with the story, direct to

J.E.D. MEADOR

Director of Advertising and Publicity
Metro 1476 Broadway N.Y.

Model Kitchen And Cook For Window Advertisement

Gas and electric companies are always seeking new ways to display their merchandise to the housewives and present the advantages of using the particular form of range, heater, toaster or other modern device in such a manner as to arouse the interest of the women folks and cause them to want to use the article advertised.

These companies are usually glad to cooperate with anything that will furnish them a new angle for exploiting the articles they have to sell. In "Home Stuff" the showman has a wealth of material which will make most effective advertising when hooked up with the exploitation department of such companies.

It should be easy to arrange for a

kitchen setting with a gas company, showing the most modern devices for making the usual drudgeries of the housewife a pleasure. The various ways in which the gas range makes it easy to do cooking could be shown.

A very attractive display can be arranged by having a young lady attired in a trim kitchen costume, with all the modern conveniences of an up-to-date kitchen forming part of the scheme of decorations. The young woman could be cooking various articles of food on the gas and electric appliances, and if these pies, cakes, rolls, and other delicacies are prominently displayed, there will be no difficulty in getting an interested crowd about the window.

In cooperating with the company, the exhibitor will find it very easy to frame up attractive advertisements of his showing bringing out the fact that "Home Stuff" is also being shown at his theatre with Viola Dana as the star.

Have Novelty Stickers To Advertise "Home Stuff"

A sticker gets the eye of everybody because it is usually novel in form and easy to read, presenting its message to the busy passerby in a terse manner that makes it easy to get across.

For "Home Stuff" attractive stickers can be prepared, as since the prohibition amendment has been operative, the question of home stuff has been a very pertinent one and one which has received all kinds of publicity. By playing upon this feature of home stuff you can make your stickers get the interested attention of everybody.

The sticker could state:

*If You Want
Plenty of
"HOME STUFF"
see
VIOLA DANA
In Her Latest Picture
At the Theatre*

Get your boys to paste these stickers on autos and around the town, as they will serve to widely advertise your feature.



½-Col. Cut or Mat No. 59-K

Have Bachelors Judge Home Stuff

Every girl is more or less proud of her ability to do things around the house, either baking, sewing or some other of the thousand and one things that can be listed under the heading of home stuff. In fact, the number of girls who are not able to do something around their homes is so few that they are hard to find.

This particular home trait of girls offers the exhibitor a splendid chance to do some novelty exploitation for "Home Stuff" that should attract the interest of not only a large section of the population, but also afford excellent material for newspaper stories.

In connection with your advertisement of the showing of Viola Dana in "Home Stuff," publish the fact that you will conduct a contest for all single girls in your city which will give them an opportunity to prove how expert they are in making any article of food or clothing that might be considered as coming under the designation of home stuff.

Advertise that these offerings will be judged by bachelors and that the judging will follow immediately after each showing of "Home Stuff" at your theatre. You should have about half a dozen bachelors to judge each contest, and by advertising that the judges would be picked from the audience each time, their only qualification being that they must be bachelors, you would assure a big attendance of men.

So that you would have plenty of material each day for the bachelors to pass judgment upon, you should set a time limit upon articles to be entered in the contest that day, requiring all contestants to have their offerings in, say, by noon, for the matinee performance, and by six o'clock for the evening showing.

On the final day of the showing you could reserve the contest for those who have been judged winners at the previous performances and let the bachelor judges pass upon them. For the winners, you could offer prizes that you think would be suitable.

Such a contest should furnish a good story for the newspapers each day, especially as there is no doubt that the bachelors would be called upon to decide upon the virtues of all kinds of pies, cakes, jellies and other foods, in addition to needle work and articles of that sort.

VIOLA DANA in "HOME STUFF"

Catch Phrases, Teaser Paragraphs and Additional Stunts

Catch Phrases

A story of love barnstorming.

When home stuff proves that it has a strong kick.

Shows one way of keeping 'em down on the farm.

Where an actress finds success concealed in a hayrack.

In which the star finds the home stuff of the farm pays better than the spotlight of the stage.

A bit of romance which starts on the farm but ends on Broadway.

Just a plain, old-fashioned home proves strangely attractive for the members of the traveling show.

Where an actress' strange bargain nearly wrecks the happiness of two lives.

Attract Crowds With Band In Poster-Decorated Auto

There is nothing like band music to get the attention of the public. When the music starts playing, it is human nature to turn and look, and those in offices will come crowding to the window to see what it is all about.

Next to a parade there is nothing to equal band music for getting the attention of the public. No matter when a band starts playing, it will always have a number of youngsters following after, and the added crowd serves as a further advertisement to get the notice of others.

Making use of a band is a ballyhoo stunt whose value has been tested and proved by showmen who know how to get the public and get them to notice what they have to offer in a way that will put it across.

Advertise "Home Stuff" with a band. For your particular locality, you can make use of the musicians in a number of ways, all of which will prove good business getters for your house.

One way that the exhibitor will find most effective in bringing the picture and his theatre before the public is to have a large truck decorated especially for "Home Stuff."

With the twenty-four-sheet and the smaller posters plaster the sides of the auto. Some extremely dramatic cut-outs can be arranged from the poster display which will make good advertising for the sides of the truck. In addition to these, the showman might find that some of the hand-colored lobby stills would also show up well on the auto.

To bring out the feature of "Home Stuff," the band in the truck should frequently play the old-fashioned tunes which were particularly popular among the older folks, paying particular attention to tunes like "Home Sweet Home."

In addition to the instruments the exhibitor could get a novelty effect by having in the auto one of the small organs which are so often found in the older homes, and the tunes on this could work in with the offerings of the musicians.

By having the truck drive slowly, it will give people plenty of opportunity to see your display and at the same time will allow your automobile band to cover a wide range of territory.

And Don't Forget

the value of such an obvious stunt as using cuts of all sizes in your publicity and circularization matter.



VIOLA DANA

One-Column Star Cut or Mat No. 59-M

Contest For the Largest Family Will Stir Interest

Large families are always of interest to the public at large, and even in these days when the small family is considered fashionable, there is keen curiosity about those who have the multitudinous mouths at home to feed.

In showing "Home Stuff" the exhibitor could exploit the large family idea for some good advertising and also for publicity stories which should go over big in the daily papers.

Advertise previous to your showing that you will present free tickets to the father of the largest family for his children at a performance of "Home Stuff." In your advertisement, of course, you should state that the father would be required to present records so as to verify his claim.

By having the contest opened several days before the showing, it would allow you to receive the requests in time so that you could award the winner the seats for a designated showing of "Home Stuff." It is probable that the newspapers would be interested to get a picture of the family claiming to be the largest in the city or town where the picture is being shown.

FURNITURE STORE AS AD FOR HOME STUFF

Cooperative Advertisement As
Good Tie-up Stunt in Putting
Over Feature

When it comes to creating the home atmosphere there is nothing quite so pointed as furniture to bring it to the attention of the public. When people are figuring on a home they invariably start to investigate the offerings of the furniture stores and see what they can get that will appeal to them.

The furniture stores or furniture displays naturally suggest home stuff and because of this suggestiveness they form an excellent medium for the showman to arrange a tieup.

A good cooperative advertising and display campaign can be engineered by the exhibitor with either a furniture store or a department store, which is making a special feature of their furniture exhibits.

Previous to the time for the showing of the picture, the showman could arrange an advance advertising campaign in connection with the store which he will use for his display. These advertisements could be worded in a number of different ways, setting forth the articles the store wishes to advertise, but always bringing out the fact that they are home stuff. These advertisements could state:

IF YOU ARE PLANNING TO
MAKE YOUR HOME BEAUTI-
FUL, VISIT THE FURNITURE
DEPARTMENT OF JONES &
CO., WHERE YOU WILL FIND
EVERYTHING NECESSARY TO
MAKE JUST AS HOMEY A
HOME AS YOU WILL SEE
VIOLA DANA PORTRAY IN
"HOME STUFF" AT THE
THEATRE.

On your signs in the window display you should have cards which will boost both the furniture and the picture.

This furniture will brighten
any home and
VIOLA DANA
in
"HOME STUFF"
Will brighten any home-
lover. Now at the
Theatre

Teaser Paragraphs

Stranded in a Strange Little Town, the star of the barnstorming company, friendless and broke, turns to the nearest farm house for shelter and finds that all the adventures and thrills are not confined to the big cities. What happens to the little barnstormer is entertainingly pictured by Viola Dana in "Home Stuff," a Metro picture, showing at the Theatre.

His Son Was in Love With an Actress and the austere father furiously threatened all sorts of vengeance until his own daughter was lured to the white lights and then in his despair he made a strange bargain which vitally affected his entire family. Viola Dana in "Home Stuff," a Metro picture, at the Theatre, shows how that bargain came to be made and what trouble it caused.

She Told Him of Her Past When He Proposed, but the country lad was not to be put off and urged her to elope with him. In her stage experience the show girl had discarded many loves but this one was different and the homeless girl after making her decision found she had started something which she was powerless to stop. Viola Dana in "Home Stuff," a Metro picture, now being shown at the Theatre, vividly portrays the stormy course of that love.



Viola Dana
1/4-Col. Cut or
Mat No. 59-N

VIOLA DANA in "HOME STUFF" A ROMANCE EMBROIDERED ON GINGHAM

Ads that Add



to the number of tickets you sell for a picture are not scrambled together. They are planned and built carefully.

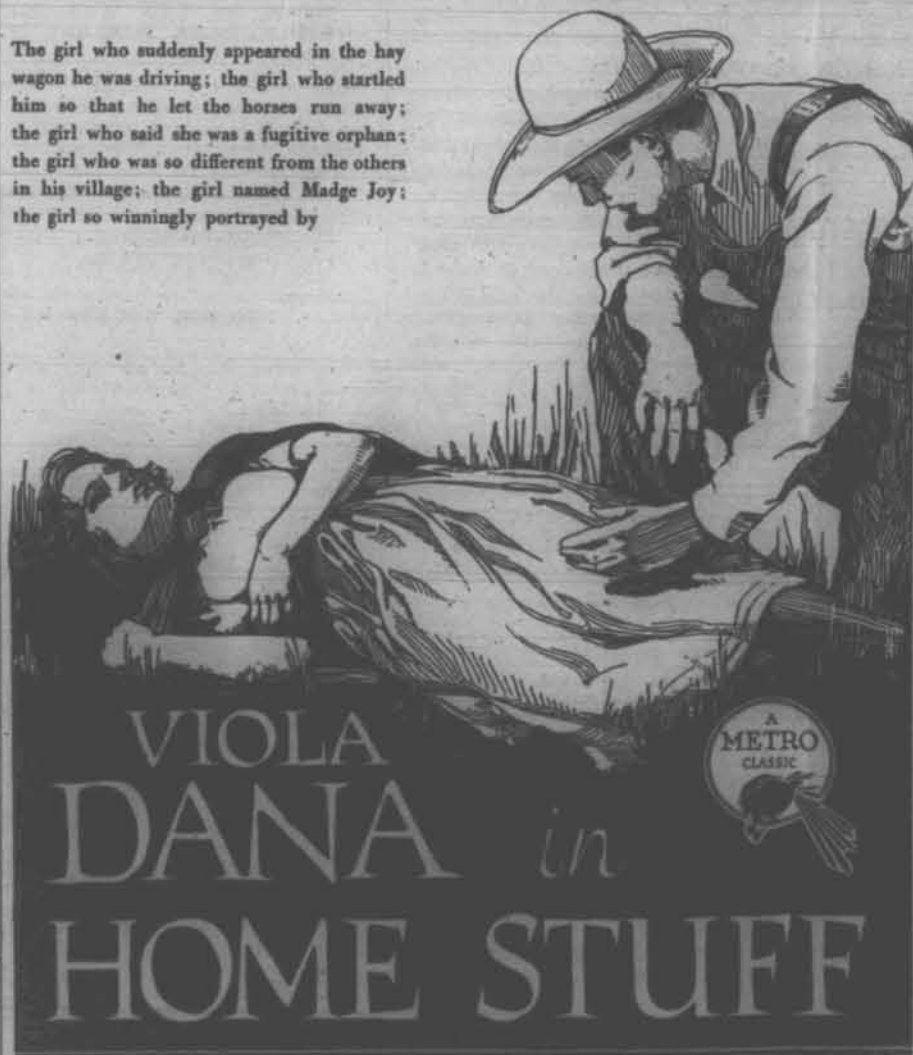
Hence we suggest urgently to exhibitors—unless they have some particular circumstance in their town which lends itself to an exceptionally strong advertising appeal in their locality—that they use the ads we have prepared for their service. These, in preference to a hurried, makeshift jumble of type the local printer may set up for you.

Aside from the points that you will, by using Metro ads, get a striking display, well written copy and an assurance of clearness in printing, you'll find our ads will save money. You'll save the cost of engraving a special picture, the cost of composition at the printer's—and then you'll have to depend upon his perhaps limited selection of type and accept the unimpressive best he has.

Our ads cost little, whether you buy them in mat or electro form. And they put the appeal of "Home Stuff" over with a pleasing and interesting force.

He Had Never Seen Anyone Like Her

The girl who suddenly appeared in the hay wagon he was driving; the girl who startled him so that he let the horses run away; the girl who said she was a fugitive orphan; the girl who was so different from the others in his village; the girl named Madge Joy; the girl so winningly portrayed by



VIOLA DANA in HOME STUFF

Story by Frank Dacey and Agnes Johnston Directed by Albert J. Kelley

Four-Column Ad Cut or Mat No. 59-DD

Youth is the Age of Romance



When he sulks because she walked with Jim Haskins to get the mail at the postoffice. When she flares up and pouts because he said Nelly Wright's hair was mighty pretty.

Silly? Well, perhaps. But they're young, remember. As young as Bob Deep; and Madge Joy, the girl played by

VIOLA DANA in HOME STUFF

If you have a heart you'll like it. If you haven't, it'll make you wish you had.

Story by Frank Dacey and Agnes Johnston Directed by Albert J. Kelley

Above: 3-Col. Ad Cut or Mat No. 59-CC

Remember Those Days? A Bird in the Hand



How bright her eyes were in the candlelight! How fresh the flush of youth in her cheeks! How important every word of her chatter to you!

How the paper said, "A good time was had by all" at her party! And you agreed with it.

Except the times when that other fellow got a glance from her, and you didn't.

How much of the "collection" that was served you stowed away!

They were good days; perhaps the best. Live through them again by seeing

was only a figure of speech to Madge until the collapse of her show left her stranded on a farm.

VIOLA DANA in HOME STUFF

enacts with irresistible charm what happened to Madge thereafter.

Story by Frank Dacey and Agnes Johnston Directed by Albert J. Kelley

At the Right: 1-Col. Ad Cut or Mat No. 59-AA
Directly Above: 2-Col. Ad Cut or Mat No. 59-BB

In reproducing the advertising cuts on this page, the exhibitor will understand that they are not actual size but approximately half-size. Want of space makes this necessary. The one-column ad cut you will receive on order is two inches wide, and the others are in the same proportion.

Not What *We* Say —

You exhibitors may become skeptical of our insistence over and over upon the supreme merit of **"The Four Horsemen of the Apocalypse."** Hence we're reprinting on this page excerpts from a full-page review in LIFE, issue of March 24, 1921, in order that you may judge in advance of the picture's worth not by what we say but by entirely independent criticism:

"**'The Four Horsemen of the Apocalypse'** is a living, breathing answer to those who still refuse to take motion pictures seriously. Its production lifts the silent drama to an artistic plane it has never touched before. . . .

". . . **'The Four Horsemen of the Apocalypse'** will be hailed as a great dramatic achievement

". . . Comparisons necessarily are odious, but we cannot help looking back over the brief history of the cinema, and trying to find something that can be compared with **'The Four Horsemen of the Apocalypse.'** The films which first come to mind are **'The Birth of a Nation'**, **'Intolerance'**, **'Hearts of the World'**, and **'Joan the Woman'**; but the grandiose posturings of David Wark Griffith and Cecil B. DeMille appear pale and artificial in the light of this new production Nor does the legitimate stage itself come out entirely unscathed in the test of comparison, for this mere movie easily surpasses the noisy claptrap which passes off as art in the box office of the Belasco Theatre. . .

"Robert E. Sherwood."

Remember this is not what we say. Mr. Sherwood, screen critic of LIFE, has gone to heights of praise even our own inspired publicity department could not attain.

Metro

VIOLA DANA in "HOME STUFF" — A ROMANCE EMBROIDERED ON GINGHAM —

Chores and Crullers

Billboard paper is valuable according to the measure to which it reflects the interest of the picture it advertises. These one-sheets hit the mark in that. They suggest farm life, fresh romance, the days of chores and crullers.



1-Sheet No. 59-T

In ordering paper, follow the same procedure as applies to cuts and mats: mention the size and number as listed in this press book.



Six-Sheet No. 59-Y

Socials and Straw-rides

"Home Stuff" is a story with such a setting—small-town, nearly rural stuff. Chickens and cows, kittens in a basket. Note how all the posters suggest the story. It's appealing and fresh, the whole tone. It's not melodrama; it's youthful romance. And that has the biggest appeal in the world.



1-Sheet No. 59-V

The posters reproduced on this page are the product of the Fine Arts Lithographing Co., of which Joseph H. Tooker is president.

POSTERS

of a size suitable to every use; and every one has a message that will attract your public. Paper of the quality and artistry of this will explain why people build billboards.



Three-Sheet No. 59-W



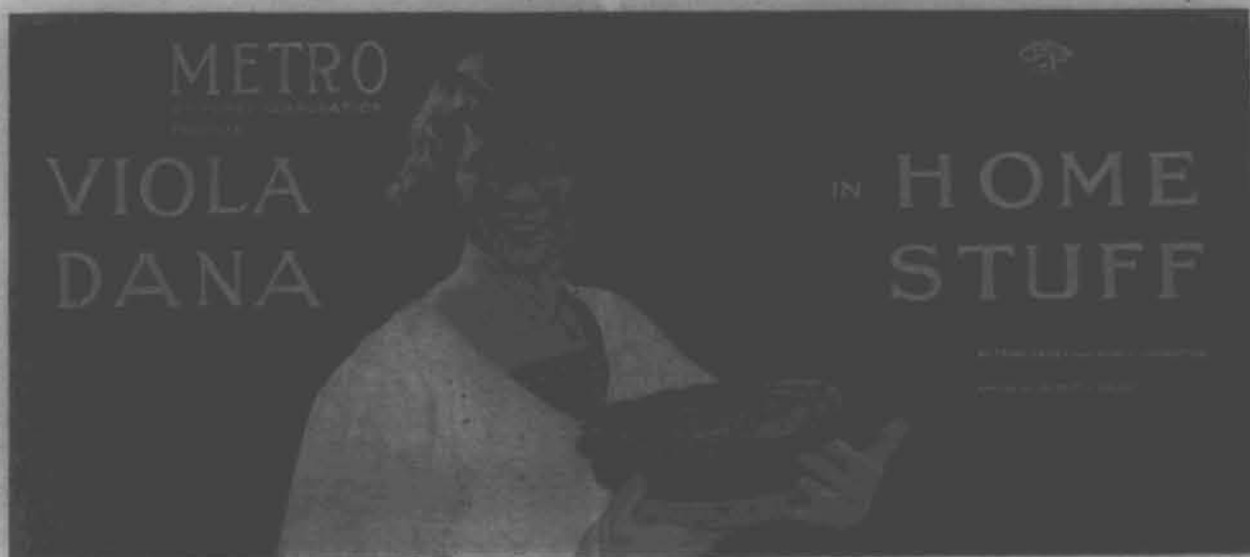
Window Card

The window card is not lithographed, but printed in three colors: Persian orange, black and white. It's a splendid display magnet for merchants.



Three-Sheet No. 59-X

The Stand is a Stunner



Twenty-four Sheet No. 59-Z

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Collections Summary:

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